

CITT

CITIZENS' INDEPENDENT TRANSPORTATION TRUST

Community Outreach Committee

January 10, 2006

Stephen P. Clark Center

111 NW 1st Street

10th Floor Conference Room

2 p.m.

Summary of Minutes

MEMBERS PRESENT:

Hon. Linda Zilber, Chairperson

Miles Moss, P.E.

Angel DeCoro

Marc A. Buoniconti

ASSISTANT COUNTY ATTORNEY:

Maria Arista-Volsky

OTHERS PRESENT:

Nan A. Markowitz, OCITT

Patrice Rosemond, OCITT

Nya Lake, OCITT

Maria E. Johnson, OCITT

David Tinder, P.E., PWD

John Prats, OCITT

Isabel G. Jettinghoff, PEG/IMG

Heather Fraser, DBD

Nestor Toledo, OCITT

Carmen Morris, Consultant MDT

Ruby Adams, MDT

Patty David, OCITT

Lourdes Gomez, MDT

Jackie Bailey, MDT

Michael De Cossio, MDT

ROLL CALL

With a quorum present, Ms. Zilber called the meeting to order at 2:02 p.m.

APPROVAL OF AGENDA

Mr. Moss moved to approve the agenda, seconded by Mr. DeCoro and carried without dissent.

APPROVAL OF MINUTES

Mr. Moss moved to approve the minutes of November 16, 2005. The motion was seconded by Mr. DeCoro and carried without dissent.

CITIZENS' COMMENTS

None

PRESENTATION

Ms. Mala Sanchoo, Information Technology Specialist, ETSD, explained how to use the Municipal Transportation Plan Application. Ms. Sanchoo covered the following topics: (a user guide was distributed)

- Adding a Project
- Previewing a Project
- Editing a Project
- Viewing all Transportation Projects
- Changing the Password
- Logging In and Out

Mr. Moss asked were the municipalities required to use the Municipal Tracking System. Ms. Markowitz answered that they are.

OLD BUSINESS

Ms. Jackie Bailey, MDT Marketing, reported on the “Miami-Dade Transit Help Us Serve You Better Comment Cards from August to December of 2005.” (a report was distributed) Ms. Bailey covered the following topics:

- A Summary of the number of cards received
- The amount of categories checked
- The language profiled on the cards
- The percentage of the 170 community service reports issued
- The number of Special Transportation Services (STS) comment cards received
- The amount of comments received from the top 10 routes

Ms. Zilber asked about the comment cards related to the Special Transportation System (STS). Ms. Lourdes Gomez, MDT, replied that Ms. Aimee Martinez, Paratransit Manager, MDT Paratransit Operations, would report on STS at a later date.

Mr. Michael De Cossio, Chief Marketing and Communications, MDT, reported on the upcoming radio advertisements in January, February, and March. The advertisements are half-hour segments that will be presented on radio shows. Mr. De Cossio informed the Members of the “Paying Through the Hose” ad campaign on the back of buses and on bus shelters. He also commented on MDT’s involvement with the upcoming Dade County Youth Fair. Mr. DeCossio distributed a “We’re Keeping Our Promise” brochure that informed the Members of the different things being accomplished by the People’s Transportation Plan (PTP). He also reviewed the fourth edition of the PTP monthly newsletter.

Ms. Carmen Morris and Ms. Marissa Gautier, Associates Inc. and Creative Ideas Advertising Inc., A Joint Venture, presented the “Public Opinion Survey” prepared for MDT. Ms. Morris and Ms. Gautier cover the following:

- An overview of the introduction, focus groups, and the “man on the street” point of view was given
- The current and potential customers; important factors to users and potential users for MDT transportation
- The general respondents; demographics-main uses
- The current customers; satisfaction vs. dislikes
- The auto users not using transit
- The auto users’ reasons for not using transit
- The auto users; what it will take to get people out of their cars

Mr. Moss asked will the survey be conducted every year. Mr. De Cossio replied that this study was geared toward marketing to assist in promoting MDT.

Ms. Patrice Rosemond, Community Outreach, OCITT, reported on the following:

The CITT Sponsorship of the Smithsonian Exhibit: “381 Days - The Montgomery Bus Boycott”

- The exhibit is available November 2007 to January 2008
- The Smithsonian requires that exhibit space be provided which is commensurate with the quality of the exhibit and a facility report has to be completed
- It would cost \$5,000 to host the exhibit and a 50 percent deposit has to be returned with the facility report
- The host of the exhibit is required to pay to ship the exhibit to the next venue

Ms. Markowitz suggested that the CITT ask a local museum to host the exhibit. Mr. Moss moved to recommend that the Cultural Affairs Department host the Smithsonian Exhibit “381 Days The Montgomery Bus Boycott.” Mr. Buoniconti seconded the motion and carried without dissent.

Ms. Rosemond provided information on the different methodologies for a Strategic Planning Retreat.

Ms. Markowitz stated that OCITT staff is working with IMG in facilitating the CITT retreat. Ms. Markowitz further stated that IMG will interview each Member to find out what they would like to get out of the retreat. Mr. Moss stated that he thought one of the potential ideas of the retreat would be to identify specific issues that the CITT had and discuss them at the retreat. Ms. Markowitz responded that specific issues can be covered in the retreat as long as the Members identify them to IMG. Ms. Troner suggested to Ms. Markowitz by letter, that newer Members should meet earlier to be informed on the CITT policies and procedures.

Nestor Toledo, Municipal Liaison, provided the municipal update:

- The user friendliness of the Municipal Tracking System for the municipalities

- Receiving the required information from municipalities, such as the 5-year Transportation Plan, current fiscal year budget, and a letter stating the municipality is maintaining the maintenance of effort for the year 2001/2002

Ms. Markowitz reported on the following:

- In February, the CITT will start its 30-day advertisement for Commission Districts 6, 7, 8, and 9. The current Members for the Districts can apply again.
- A letter was sent to Commissioner Audrey M. Edmonson to inform her that she may reappoint the current CITT Member for her District, Dr. Anna Ward, or she may request a new slate from the Nominating Committee
- Mr. Braynon would attend the CTAC meeting on January 11, 2006, at 5:30 p.m
- The County Manager provided the 2006 Sunset Review Questionnaire for County Boards, and the CITT and the CITT Nominating Committee must respond

CITIZENS' COMMENTS

None

NEW BUSINESS

Ms. Markowitz reviewed the Members attendance and a few of the reasons for an acceptable excuse. The Ordinance amending section 2-1421 and the "CITT Board Meeting Attendance Roster Fiscal Year 2005 -2006" was distributed and reviewed. Mr. Moss inquired if a Member is required to notify the Executive Director if they have an excused absence. Ms. Markowitz responded that the Members do notify her when they are absent. Mr. Buoniconti suggested that any Member absent three consecutive times should be removed from the Board. Mr. Moss asked if the CITT is allowed to form its own absentee policy. Mr. Markowitz responded that the CITT is, but it has to be brought to the BCC. Mr. Buoniconti suggested that the attendance issue and the Transportation Summit be discussed at the Joint CITT/BCC Workshop.

ANNOUNCEMENTS

The next Community Outreach Review Committee meeting will be on March 14, 2006, at 2 p.m.

ADJOURNMENT

There being no further business of the Community Outreach Committee, the meeting was adjourned at 3:35 p.m.

MINUTES ARE IN SUMMARY FORM

FOR VERBATIM TRANSCRIPTIONS OF THIS MEETING PLEASE REQUEST COPIES OF THE DIGITAL RECORDING FROM THE OFFICE OF THE CITT AT 305-375-3481